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Press Release

Dr. Cristiano von Simson to Join Brakke Consulting Team

GREENSBORO, NC, June 10, 2026 – Brakke Consulting is pleased to announce that Dr. Cristiano von Simson has joined the Brakke Consulting team as a Senior Consultant.

Prior to joining Brakke Consulting, **Cristiano von Simson, DVM, MBA** served in executive leadership roles with several of the world's leading animal health companies, including Virbac, Bayer Animal Health, and Merial. Over the course of more than 30 years in the industry, he built extensive experience in marketing, commercial strategy, portfolio management, and global business development, helping organizations successfully launch new products, strengthen established brands, and identify new opportunities for growth.

Cristiano earned his Doctor of Veterinary Medicine (DVM) degree before completing his Master of Business Administration (MBA), combining his veterinary background with a strong foundation in business strategy and executive leadership. Throughout his career, he has worked with companies ranging from innovative startups to global animal health organizations, translating scientific innovation into successful commercial products and sustainable business growth.

"Cristiano has spent his career at the intersection of clinical medicine and commercial strategy, and that perspective shows in how he thinks about growth," said Brakke Consulting CEO Robert Jones. "He knows what it takes to move a product from the lab to the exam room to the business plan, and that's exactly the kind of thinking our clients are looking for."

In a statement, Cristiano said, "I am excited to join Brakke Consulting as I had great experiences working with the firm in my corporate career. The Brakke team's skills and experience is impressive and diverse, I am energized to bring my own skill and experience to the mix. I am fortunate to have learned from some of the best animal health companies and people in the industry and I look forward to helping companies and people grow their animal health businesses."

Cristiano's commitment to advancing the animal health industry extends beyond his executive leadership experience. Throughout his career, he has worked closely with global teams across multiple markets, helping organizations bridge scientific innovation with commercial success while mentoring future industry leaders and fostering strategic partnerships that drive sustainable growth.

About Brakke Consulting

Established in 1986 by founder Ron Brakke, Brakke Consulting is the premier consulting firm serving the animal health, nutrition, and veterinary industries. Led by CEO Robert Jones, the firm is made up of a team of seasoned professionals with strong credentials in management, finance, sales, distribution, marketing, brand development, communications, market research, executive recruiting, and veterinary practice management. Brakke Consulting serves the CEOs managers, stockholders, and investors of nearly every leading pharmaceutical, vaccine and pet food company, as well as many ingredient suppliers and service providers serving these unique industries.